



*Amex*  
*c/m: 3-26-98*

*L.E. MacWilliams*  
Region Operations Manager  
Buffalo #1600

March 24, 1998

TO: KAM's  
AM's  
DM's  
S. SHEFT G. BAIN  
S. CLOSE M. TISINGER

RE: FORSYTH 2ND QUARTER 1998 PROMO  
FSC-23B

Ladies & Gentlemen:

Please reference the attached FSC communication outlining promotion specifics for the second quarter. Upon receiving, you will note that this promotion is a Win/Win for our Direct Accounts, Retail Accounts and RJR. Please make every effort to sell 100% participation within the Region.

**Key Dates:**

- Fax Promotion Allocation Sheets to Customer Service by 5/1/98
- Complete product forecast and submit to Customer Service by 5/1/98

Please do not hesitate to contact your manager, Fray or myself should you have any questions concerning this program.

Sincerely,

*Lori MacWilliams*

L.E. MacWilliams  
ROM/#1610  
:etb

cc: W. Roth  
F. Natale

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